

# WCSR

Pioneer  
Broadcasting  
System

*Smith College*

*10½ Prospect Street*

*Northampton, Mass.*

*600 K.C.*

December 7, 1953

Eastern States Radio Corporation  
P. O. Box 1982  
Columbus 16, Ohio

Dear Sirs:

First in response to your suggestion of the new Lucky Strike music shows, "Light Up Time." Our present Luckies music programs are broadcast at 10:30 in the evenings and are entitled, "Stardust Time." The continuity of the programs follows the general mood set by the title. We, therefore, feel that the tone established by a show such as you suggest is somewhat incongruous with the time and subject of our present broadcasts. Neither do we like - on general policy - to use a vocal number as the theme of any of our shows. However, we certainly appreciate your efforts in offering us this idea.

The present Lucky Strike commercials are well received by the listeners of WCSR. Although people often find the singing commercials irritating to a certain extent, we feel that they are actually quite effective. We would, however, suggest that the interviews are not as good as the straight speaking commercials.

Our only request in the line of transcription announcers is Don Wilson, whom we think quite good on the national broadcasts.

We do hope that these few criticisms and suggestions will prove helpful in future Lucky Strike advertising.

Sincerely,

JW/at

Station Manager

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Section

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Smith College

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